

MERCY MEDIA

England & Wales · Charity number 1176218

Details

Status Registered

Legal form CIO

Registered 2017-12-11

Register [View on the Charity Commission register](#)

Contact

Address Mercy Media
PO Box 77917
London
NW26 9QH

Phone 07517952068

Activities

Objects: TO ADVANCE THE ISLAMIC RELIGION FOR THE BENEFIT OF THE PUBLIC, MAINLY BUT NOT EXCLUSIVELY, THROUGH THE PRODUCING AND BROADCASTING OF FAITH INSPIRED FILM AND AUDIO PRODUCTIONS OF AN ENTERTAINING AND TEACHING NATURE TO ENLIGHTEN AND EDUCATE ABOUT THE ISLAMIC RELIGION AND DISPEL MISCONCEPTIONS. TO RELIEVE POVERTY PRIMARILY BUT NOT EXCLUSIVELY THROUGH FINANCIAL ASSISTANCE.

Activities: The relief of poverty primarily but not exclusively through financial assistance. The producing and broadcasting of faith inspired film and audio productions of an entertaining and teaching nature to enlighten and educate an audience based primarily but not exclusively in the uk about the islamic religion and dispel misconceptions.

Classification

- **How:** Provides Advocacy/advice/information, Other Charitable Activities
- **What:** Religious Activities
- **Who:** The General Public/mankind

Geography

- Throughout England

Finances

| Period end | Income | Expenditure | Assets | Employees |
|------------|----------|-------------|------------|-----------|
| 2024-12-31 | £954,341 | £124,033 | £2,008,313 | 0 |
| 2023-12-31 | £647,150 | £174,626 | £1,178,005 | 0 |
| 2022-12-31 | £469,064 | £69,134 | - | - |
| 2021-11-01 | £279,988 | £80,270 | - | - |
| 2020-11-01 | £88,216 | £42,383 | - | - |

Trustees

| Name | Role | Appointed |
|---------|-------|------------|
| S SAIDI | Chair | 2017-12-15 |
| O SAIDI | | 2017-12-15 |
| Y SAIDI | | 2017-12-15 |

MERCY MEDIA

England & Wales - Charity number 1176218

Accounts

Charity number: 1176218

Mercy Media

Report of the Trustees and Unaudited Financial Statements

For the year ended 31 December 2024

Mercy Media
Contents Page
For the year ended 31 December 2024

| | |
|---|---|
| Report of the Trustees | 1 |
| Independent Examiner's Report to the Trustees | 2 |
| Statement of Financial Activities | 3 |
| Statement of Financial Position | 4 |
| Notes to the Financial Statements | 5 |
| Detailed Statement of Financial Activities | 7 |

Mercy Media
Report of the Trustees
For the year ended 31 December 2024

The Trustees have pleasure in presenting their report and the financial statements for the charity for the year ended 31 December 2024. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'.

REFERENCE AND ADMINISTRATIVE INFORMATION

| | |
|------------------------------------|------------------------------------|
| Name of Charity | Mercy Media |
| Charity registration number | 1176218 |
| Principal address | PO Box 77917 London NW26 9QH |

Trustees

The trustees and officers serving during the year and since the year end were as follows:

Sandra Saidi
Yasin Saidi
Omar Saidi

Secretary

Sandra Saidi

Independent examiner

Nesar Ali
Chartered Certified Accountant
121 Violet Avenue
Hillingdon
Middlesex
UB8 3PT

Bankers

Metro Bank
One Southampton Row
London
WC1B 5HA

Approved by the Board of Trustees on 08 September 2025 and signed on its behalf by:

Omar Saidi.....


Mercy Media
Independent Examiners Report to the Trustees
For the period ended 31 December 2024

I report on the accounts of the charity for the period ended 31 December 2024, which comprise the Statement of Financial Activities, the Statement of Financial Position and the related notes.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is required.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the General Directions given by the Charity Commission (under section 145(5)(b) of the 2011 Act); and
- to state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that, in any material respect, the requirements:

- to keep accounting records in accordance with 130 of the 2011 Act; and
- to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act

have not been met, or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Nesar Ali

Nesar Ali
Chartered Certified Accountant
121 Violet Avenue
Hillingdon
Middlesex
UB8 3PT

Mercy Media
Statement of Financial Activities
For the year ended 31 December 2024

| | Notes | Unrestricted funds £ | 2023 £ |
|------------------------------------|-------|----------------------------|------------------|
| Income and endowments from: | | | |
| Charitable activities | | | |
| Activity 2 | | 954,341 | 647,150 |
| Total | | 954,341 | 647,150 |
| Expenditure on: | | | |
| Charitable activities | | | |
| Activity 2 | | (124,033) | (174,626) |
| Total | | (124,033) | (174,626) |
| Net income | | 830,308 | 472,524 |
| Reconciliation of funds | | | |
| Total funds brought forward | | 1,178,005 | 705,481 |
| Total funds carried forward | | 2,008,313 | 1,178,005 |

Mercy Media
Statement of Financial Position
As at 31 December 2024

| | Notes | 2024 £ | 2023 £ |
|---|-------|------------------|------------------|
| Fixed assets | | | |
| Tangible assets | 4 | 12,697 | 9,540 |
| | | 12,697 | 9,540 |
| Current assets | | | |
| Cash at bank and in hand | | 1,996,216 | 1,169,065 |
| | | 1,996,216 | 1,169,065 |
| Creditors: amounts falling due within one year | 5 | (600) | (600) |
| Net current assets | | 1,995,616 | 1,168,465 |
| Total assets less current liabilities | | 2,008,313 | 1,178,005 |
| Net assets | | 2,008,313 | 1,178,005 |
| The funds of the charity | | | |
| Unrestricted income funds | | 2,008,313 | 1,178,005 |
| Total funds | | 2,008,313 | 1,178,005 |

The financial statements were approved on 08 September 2025 and authorised for issue by the Board and signed on its behalf by:



.....
Omar Saidi
Trustee

Mercy Media
Notes to the Financial Statements
For the year ended 31 December 2024

1. Accounting Policies

Basis of accounting

The financial statements have been prepared under the historical cost convention, except for investments which are included at market value and the revaluation of certain fixed assets and in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Charities Act 2011.

Mercy Media meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Going concern

The Charity has had a successful year in the preparation of broadcast of numerous media productions via various social media platforms. The charity remains in a very strong position relating to future growth. No short term or medium-term financial risk to the charity's continued operations has been identified.

The trustees have agreed to maintain at least six months of reserve in order to meet operational costs in the event of a lack of new income in the form of donations or other potential revenue. The trustees assess the adequacy of this policy annually.

The trustees are of an opinion that there are no going concern issues and the Charity will continue to deliver its aims and objectives in the foreseeable future.

Incoming resources

All incoming resources are included in the statement of financial activities when the Charity is entitled to the income and the amount can be quantified with reasonable accuracy.

Tangible fixed assets

Tangible fixed assets, other than freehold land, are stated at cost or valuation less depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Plant and machinery : 15% Reducing balance

2. Net income/(expenditure) for the year

This is stated after charging/(crediting):

| | 2024 | 2023 |
|------------------------------------|-------|-------|
| | £ | £ |
| Depreciation of owned fixed assets | 2,241 | 1,683 |

3. Trustee remuneration and related party transactions

All trustees acted on a voluntary basis and therefore no remuneration or expenses were paid by the charity. There were no related party transactions during the financial year.

Mercy Media
Notes to the Financial Statements Continued
For the year ended 31 December 2024

4. Tangible fixed assets

| Cost or valuation | Plant and Machinery |
|--------------------------|----------------------------|
| | £ |
| At 01 January 2024 | 12,039 |
| Additions | 5,398 |
| At 31 December 2024 | <u>17,437</u> |
| Depreciation | |
| At 01 January 2024 | 2,499 |
| Charge for year | 2,241 |
| At 31 December 2024 | <u>4,740</u> |
| Net book values | |
| At 31 December 2024 | <u><u>12,697</u></u> |
| At 31 December 2023 | <u><u>9,540</u></u> |

5. Creditors: amounts falling due within one year

| | 2024 | 2023 |
|------------------------------|-------------|-------------|
| | £ | £ |
| Accruals and deferred income | 600 | 600 |
| | <u>600</u> | <u>600</u> |

Mercy Media
Detailed Statement of Financial Activities
For the year ended 31 December 2024

| | 2024 | 2023 |
|------------------------------------|------------------|------------------|
| | £ | £ |
| INCOME AND ENDOWMENT | | |
| Charitable activities | | |
| Media Streaming | 954,341 | 647,150 |
| | 954,341 | 647,150 |
| Total incoming resources | 954,341 | 647,150 |
| EXPENDITURE | | |
| Charitable activities | | |
| Cost Of Direct Charitable Activity | (62,344) | (61,000) |
| Depreciation - Owned Assets | (2,241) | (1,683) |
| Professional fees | (13,000) | (4,360) |
| Marketing | (62) | (106) |
| Computing | (756) | (941) |
| Media Production | (2,418) | (64,153) |
| Postage, Packaging & Stationery | (326) | (258) |
| Rent | (37,290) | (37,290) |
| General Expenses | (2,868) | (2,348) |
| Accountancy Fees | (600) | (600) |
| Light & Heat | (2,128) | (1,887) |
| | (124,033) | (174,626) |
| Total resources expended | (124,033) | (174,626) |
| Net Income | 830,308 | 472,524 |

MERCY MEDIA

England & Wales - Charity number 1176218

Accounts

Mercy Media

Report of the Trustees and Unaudited Financial Statements

For the year ended 31 December 2023

Mercy Media
Contents Page
For the year ended 31 December 2023

| | |
|---|---|
| Report of the Trustees | 1 |
| Independent Examiner's Report to the Trustees | 2 |
| Statement of Financial Activities | 3 |
| Statement of Financial Position | 4 |
| Notes to the Financial Statements | 5 |
| Detailed Statement of Financial Activities | 6 |

Mercy Media
Report of the Trustees
For the year ended 31 December 2023

The Trustees have pleasure in presenting their report and the financial statements for the charity for the year ended 31 December 2023. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'.

REFERENCE AND ADMINISTRATIVE INFORMATION

| | |
|------------------------------------|------------------------------------|
| Name of Charity | Mercy Media |
| Charity registration number | 1176218 |
| Principal address | PO Box 77917 London NW26 9QH |

Trustees

The trustees and officers serving during the year and since the year end were as follows:

Sandra Saidi
Yasin Saidi
Omar Saidi

Secretary

Sandra Saidi


Independent examiner

Nesar Ali
Chartered Certified Accountant
121 Violet Avenue
Hillingdon
Middlesex
UB8 3PT

Bankers

Metro Bank
One Southampton Row
London
WC1B 5HA

Approved by the Board of Trustees and signed on its behalf by

Omar Saidi.....

Mercy Media
Independent Examiners Report to the Trustees
For the period ended 31 December 2022

I report on the accounts of the charity for the period ended 31 December 2022, which comprise the Statement of Financial Activities, the Statement of Financial Position and the related notes.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is required.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the General Directions given by the Charity Commission (under section 145(5)(b) of the 2011 Act); and
- to state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement


In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that, in any material respect, the requirements:

- to keep accounting records in accordance with 130 of the 2011 Act; and
- to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act

have not been met, or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

 09 October 2024

Nesar Ali
Chartered Certified Accountant
121 Violet Avenue
Hillingdon
Middlesex
UB8 3PT

Mercy Media
Statement of Financial Activities
For the year ended 31 December 2023

| | Notes | Unrestricted funds £ | 2022 £ |
|------------------------------------|-------|----------------------------|-----------------|
| Income and endowments from: | | | |
| Charitable activities | | 647,150 | 469,064 |
| Total | | 647,150 | 469,064 |
| Expenditure on: | | | |
| Charitable activities | | (174,626) | (69,134) |
| Total | | (174,626) | (69,134) |
| Net income | | 472,524 | 399,930 |
| Reconciliation of funds | | | |
| Total funds brought forward | | 705,481 | 305,551 |
| Total funds carried forward | | 1,178,005 | 705,481 |

Mercy Media
Statement of Financial Position
As at 31 December 2023

| | Notes | 2023 £ | 2022 £ |
|---|-------|------------------|----------------|
| Fixed assets | | | |
| Tangible assets | 4 | 9,540 | 2,125 |
| | | 9,540 | 2,125 |
| Current assets | | | |
| Cash at bank and in hand | | 1,169,065 | 703,956 |
| | | 1,169,065 | 703,956 |
| Creditors: amounts falling due within one year | 5 | (600) | (600) |
| Net current assets | | 1,168,465 | 703,356 |
| Total assets less current liabilities | | 1,178,005 | 705,481 |
| Net assets | | 1,178,005 | 705,481 |
| The funds of the charity | | | |
| Unrestricted income funds | | 1,178,005 | 705,481 |
| Total funds | | 1,178,005 | 705,481 |

The financial statements were approved and authorised for issue by the Board and signed on its behalf by:



 Omar Saidi
 Trustee

Mercy Media
Notes to the Financial Statements
For the year ended 31 December 2023

1. Accounting Policies

Basis of accounting

The financial statements have been prepared under the historical cost convention, except for investments which are included at market value and the revaluation of certain fixed assets and in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Charities Act 2011.

Mercy Media meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Going concern

The Charity has had a successful year in the preparation of broadcast of numerous media productions via various social media platforms. The charity remains in a very strong position relating to future growth. No short term or medium term financial risk to the charity's continued operations has been identified.

The trustees have agreed to maintain at least six months of reserve in order to meet operational costs in the event of a lack of new income in the form of donations or other potential revenue. The trustees assess the adequacy of this policy annually.

The trustees are of an opinion that there are no going concern issues and the Charity will continue to deliver its aims and objectives in the foreseeable future.

Incoming resources

All incoming resources are included in the statement of financial activities when the Charity is entitled to the income and the amount can be quantified with reasonable accuracy.

Tangible fixed assets

Tangible fixed assets, other than freehold land, are stated at cost or valuation less depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Plant and machinery : 15% Reducing balance

2. Net income/(expenditure) for the year

This is stated after charging/(crediting):

| | 2023 | 2022 |
|------------------------------------|-------------|-------------|
| | £ | £ |
| Depreciation of owned fixed assets | 1,683 | 375 |

3. Trustee remuneration and related party transactions

All trustees acted on a voluntary basis and therefore no remuneration or expenses were paid by the charity. There were no related party transactions during the financial year.

Mercy Media
Notes to the Financial Statements Continued
For the year ended 31 December 2023

4. Tangible fixed assets

| Cost or valuation | Plant and Machinery |
|--------------------------|----------------------------|
| | £ |
| At 01 January 2023 | 2,941 |
| Additions | 9,098 |
| At 31 December 2023 | <u>12,039</u> |
| Depreciation | |
| At 01 January 2023 | 816 |
| Charge for year | 1,683 |
| At 31 December 2023 | <u>2,499</u> |
| Net book values | |
| At 31 December 2023 | <u>9,540</u> |
| At 31 December 2022 | <u>2,125</u> |

5. Creditors: amounts falling due within one year

| | 2023 | 2022 |
|------------------------------|-------------|-------------|
| | £ | £ |
| Accruals and deferred income | 600 | 600 |
| | <u>600</u> | <u>600</u> |

Mercy Media
Detailed Statement of Financial Activities
For the year ended 31 December 2023

| | 2023 | 2022 |
|---------------------------------|------------------|-----------------|
| | £ | £ |
| INCOME AND ENDOWMENT | | |
| Charitable activities | | |
| Media Streaming | 647,150 | 469,064 |
| | 647,150 | 469,064 |
| Total incoming resources | 647,150 | 469,064 |
| EXPENDITURE | | |
| Charitable activities | | |
| Charitable Activities | (61,000) | - |
| Depreciation - Owned Assets | (1,683) | (375) |
| Legal & Professional | (4,360) | (7,583) |
| Marketing | (106) | (97) |
| Computing | (941) | (1,894) |
| Transport & Logistics | - | (10,109) |
| Media Production | (64,153) | (2,959) |
| Postage, Packaging & Stationery | (258) | (504) |
| Rent | (37,290) | (39,550) |
| General Expenses | (2,348) | (3,391) |
| Accountancy Fees | (600) | (600) |
| Light & Heat | (1,887) | (2,072) |
| | (174,626) | (69,134) |
| Total resources expended | (174,626) | (69,134) |
| Net Income | 472,524 | 399,930 |

MERCY MEDIA

England & Wales - Charity number 1176218

Accounts

Charity number: 1176218

Mercy Media

Report of the Trustees and Unaudited Financial Statements

For the period ended 31 December 2022

Mercy Media
Contents Page
For the period ended 31 December 2022

| | |
|---|--------|
| Report of the Trustees | 1 |
| Independent Examiner's Report to the Trustees | 2 |
| Statement of Financial Activities | 3 |
| Statement of Financial Position | 4 |
| Notes to the Financial Statements | 5 to 6 |
| Detailed Statement of Financial Activities | 7 |

Mercy Media
Report of the Trustees
For the period ended 31 December 2022

The Trustees have pleasure in presenting their report and the financial statements for the charity for the period ended 31 December 2022. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'.

REFERENCE AND ADMINISTRATIVE INFORMATION

| | |
|------------------------------------|------------------------------------|
| Name of Charity | Mercy Media |
| Charity registration number | 1176218 |
| Principal address | PO Box 77917 London NW26 9QH |

Trustees

The trustees and officers serving during the year and since the year end were as follows:

Sandra Saidi
Yasin Saidi
Omar Saidi

Secretary

Sandra Saidi

Independent examiner

Nesar Ali
Chartered Certified Accountant
121 Violet Avenue
Hillingdon
Middlesex
UB8 3PT

Bankers

Metro Bank
One Southampton Row
London
WC1B 5HA

Approved by the Board of Trustees and signed on its behalf by

..... 23 October 2023
Omar Saidi 

Mercy Media
Independent Examiners Report to the Trustees
For the period ended 31 December 2022

I report on the accounts of the charity for the period ended 31 December 2022, which comprise the Statement of Financial Activities, the Statement of Financial Position and the related notes.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is required.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the General Directions given by the Charity Commission (under section 145(5)(b) of the 2011 Act); and
- to state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement


In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that, in any material respect, the requirements:

- to keep accounting records in accordance with 130 of the 2011 Act; and
- to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act

have not been met, or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

 24 October 2023

Nesar Ali
Chartered Certified Accountant
121 Violet Avenue
Hillingdon
Middlesex
UB8 3PT

Mercy Media
Statement of Financial Activities
For the period ended 31 December 2022

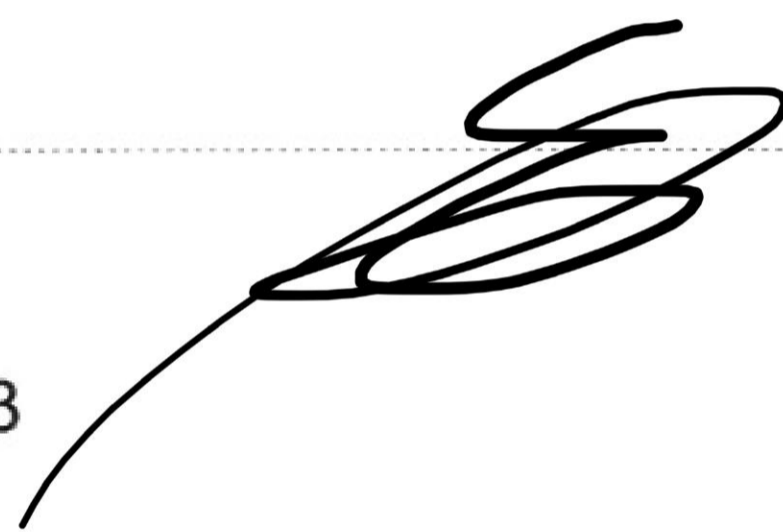
| | Notes | Unrestricted funds £ | 2021 £ |
|------------------------------------|-------|----------------------------|-----------------|
| Income and endowments from: | | | |
| Charitable activities | | | |
| Activity 2 | | 469,064 | 279,988 |
| Total | | 469,064 | 279,988 |
| Expenditure on: | | | |
| Charitable activities | | | |
| Activity 2 | | (69,134) | (80,270) |
| Total | | (69,134) | (80,270) |
| Net income | | 399,930 | 199,718 |
| Reconciliation of funds | | | |
| Total funds brought forward | | 305,551 | 105,833 |
| Total funds carried forward | | 705,481 | 305,551 |

Mercy Media
Statement of Financial Position
As at 31 December 2022

| | Notes | 2022 £ | 2021 £ |
|---|-------|----------------|----------------|
| Fixed assets | | | |
| Tangible assets | 4 | 2,125 | 2,500 |
| | | 2,125 | 2,500 |
| Current assets | | | |
| Cash at bank and in hand | | 703,956 | 303,651 |
| | | 703,956 | 303,651 |
| Creditors: amounts falling due within one year | 5 | (600) | (600) |
| Net current assets | | 703,356 | 303,051 |
| Total assets less current liabilities | | 705,481 | 305,551 |
| Net assets | | 705,481 | 305,551 |
| The funds of the charity | | | |
| Unrestricted income funds | | 705,481 | 305,551 |
| Total funds | | 705,481 | 305,551 |

The financial statements were approved and authorised for issue by the Board and signed on its behalf by:

.....
Omar Saidi
Trustee
23 October 2023



Mercy Media
Notes to the Financial Statements
For the period ended 31 December 2022

1. Accounting Policies

Basis of accounting

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Going concern

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Plant and machinery : 15% Reducing balance

2. Net income/(expenditure) for the period

This is stated after charging/(crediting):

| | 2022 | 2021 |
|------------------------------------|------|------|
| | £ | £ |
| Depreciation of owned fixed assets | 375 | 441 |

3. Trustee remuneration and related party transactions

All trustees acted on a voluntary basis and therefore no remuneration or expenses were paid by the charity. There were no related party transactions during the financial year.

Mercy Media
Notes to the Financial Statements Continued
For the period ended 31 December 2022

4. Tangible fixed assets

| Cost or valuation | Plant and Machinery £ |
|--------------------------|----------------------------------|
| At 02 November 2021 | 2,941 |
| At 31 December 2022 | <u>2,941</u> |
| Depreciation | |
| At 02 November 2021 | 441 |
| Charge for period | 375 |
| At 31 December 2022 | <u>816</u> |
| Net book values | |
| At 31 December 2022 | <u>2,125</u> |
| At 01 November 2021 | <u>2,500</u> |

5. Creditors: amounts falling due within one year

| | 2022 £ | 2021 £ |
|------------------------------|-------------------|-------------------|
| Accruals and deferred income | 600 | 600 |
| | <u>600</u> | <u>600</u> |

Mercy Media
Detailed Statement of Financial Activities
For the period ended 31 December 2022

| | 2022 | 2021 |
|---------------------------------|-----------------|-----------------|
| | £ | £ |
| INCOME AND ENDOWMENT | | |
| Charitable activities | | |
| Media Streaming | 469,064 | 279,988 |
| | 469,064 | 279,988 |
| Total incoming resources | 469,064 | 279,988 |
| EXPENDITURE | | |
| Charitable activities | | |
| Depreciation - Owned Assets | (375) | (441) |
| Legal & Professional | (7,583) | (2,581) |
| Marketing | (97) | (9,077) |
| Computing | (1,894) | (1,697) |
| Transport & Logistics | (10,109) | (3,777) |
| Media Production | (2,959) | (1,244) |
| Insurance | - | (813) |
| Postage, Packaging & Stationery | (504) | (341) |
| Rent | (39,550) | (59,325) |
| General Expenses | (3,391) | (374) |
| Accountancy Fees | (600) | (600) |
| Light & Heat | (2,072) | - |
| | (69,134) | (80,270) |
| Total resources expended | (69,134) | (80,270) |
| Net Income | 399,930 | 199,718 |

MERCY MEDIA

England & Wales - Charity number 1176218

Accounts

Charity number: 1176218

Mercy Media

Report of the Trustees and Unaudited Financial Statements

For the year ended 01 November 2021

Mercy Media
Contents Page
For the year ended 01 November 2021

| | |
|---|--------|
| Report of the Trustees | 1 |
| Independent Examiner's Report to the Trustees | 2 |
| Statement of Financial Activities | 3 |
| Statement of Financial Position | 4 |
| Notes to the Financial Statements | 5 to 6 |
| Detailed Statement of Financial Activities | 7 |

Mercy Media
Report of the Trustees
For the year ended 01 November 2021

The Trustees have pleasure in presenting their report and the financial statements for the charity for the year ended 01 November 2021. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running charity (PB2)'.

REFERENCE AND ADMINISTRATIVE INFORMATION

| | |
|------------------------------------|------------------------------------|
| Name of Charity | Mercy Media |
| Charity registration number | 1176218 |
| Principal address | PO Box 77917 London NW26 9QH |

Trustees

The trustees and officers serving during the year and since the year end were as follows:

Sandra Saidi
Yasin Saidi
Omar Saidi

Secretary

Sandra Saidi

Independent examiners

Mr Nesar Ali
Chartered Certified Accountants
121 Violet Avenue
Hillingdon
Middlesex
UB8 3PT

Bankers

Metro Bank
One Southampton Row
London
WC1B 5HA

Approved by the Board of Trustees and signed on its behalf by

28 February 2023

Mr. Omar Saidi.....

Mercy Media
Independent Examiners Report to the Trustees
For the year ended 01 November 2021

I report on the accounts of the charity for the year ended 01 November 2021, which comprise the Statement of Financial Activities, the Statement of Financial Position and the related notes.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is required.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the General Directions given by the Charity Commission (under section 145(5)(b) of the 2011 Act); and
- to state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that, in any material respect, the requirements:

- to keep accounting records in accordance with 130 of the 2011 Act; and
- to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act

have not been met, or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Mr Nesar Ali FCCA, ACIS, MA
Chartered Certified Accountant
121 Violet Avenue
Hillingdon
Middlesex
UB8 3PT

28 February 2023

Mercy Media
Statement of Financial Activities
For the year ended 01 November 2021

| | Notes | Unrestricted funds 2021 £ | Unrestricted funds 2020 £ |
|------------------------------------|-------|---------------------------------|---------------------------------|
| Income and endowments from: | | | |
| Charitable activities | | 279,988 | 88,216 |
| Total | | 279,988 | 88,216 |
| Expenditure on: | | | |
| Charitable activities | | (80,270) | (42,383) |
| Total | | (80,270) | (42,383) |
| Net income | | 199,718 | 45,833 |
| Reconciliation of funds | | | |
| Total funds brought forward | | 105,833 | 60,000 |
| Total funds carried forward | | 305,551 | 105,833 |

Mercy Media
Statement of Financial Position
As at 01 November 2021

| | Notes | 2021 £ | 2020 £ |
|---|-------|----------------|----------------|
| Fixed assets | | | |
| Tangible assets | 4 | 2,500 | - |
| | | <u>2,500</u> | <u>-</u> |
| Current assets | | | |
| Cash at bank and in hand | | 303,651 | 105,833 |
| | | <u>303,651</u> | <u>105,833</u> |
| Creditors: amounts falling due within one year | 5 | (600) | - |
| Net current assets | | <u>303,051</u> | <u>105,833</u> |
| Total assets less current liabilities | | <u>305,551</u> | <u>105,833</u> |
| Net assets | | <u>305,551</u> | <u>105,833</u> |
| The funds of the charity | | | |
| Unrestricted income funds | | 305,551 | 105,833 |
| Total funds | | <u>305,551</u> | <u>105,833</u> |

The financial statements were approved and authorised for issue by the Board and signed on its behalf by:



.....
Mr Omar Saidi
Trustee

28 February 2023

Mercy Media
Notes to the Financial Statements
For the year ended 01 November 2021

1. Accounting Policies

Basis of accounting

The financial statements have been prepared under the historical cost convention, except for investments which are included at market value and the revaluation of certain fixed assets and in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Charities Act 2011.

Mercy Media meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Going concern

The Charity has had a successful year in the preparation of broadcast of numerous media productions via various social media platforms. The charity remains in a very strong position relating to future growth. No short term or medium-term financial risk to the charity's continued operations has been identified.

The trustees have agreed to maintain at least six months of reserve in order to meet operational costs in the event of a lack of new income in the form of donations or other potential revenue. The trustees assess the adequacy of this policy annually.

The trustees are of an opinion that there are no going concern issues and the Charity will continue to deliver its aims and objectives in the foreseeable future.

Incoming resources

All incoming resources are included in the statement of financial activities when the Charity is entitled to the income and the amount can be quantified with reasonable accuracy.

Tangible fixed assets

Tangible fixed assets, other than freehold land, are stated at cost or valuation less depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Plant and machinery: 15% Reducing balance

2. Net income/(expenditure) for the year

This is stated after charging/(crediting):

| | 2021 | 2020 |
|------------------------------------|------|------|
| | £ | £ |
| Depreciation of owned fixed assets | 441 | - |

3. Trustee remuneration and related party transactions

All trustees acted on a voluntary basis and therefore no remuneration or expenses were paid by the charity. There were no related party transactions during the financial year.

Mercy Media
Notes to the Financial Statements Continued
For the year ended 01 November 2021

4. Tangible fixed assets

| Cost or valuation | Plant and Machinery |
|--------------------------|----------------------------|
| | £ |
| Additions | 2,941 |
| At 01 November 2021 | <u>2,941</u> |
| Depreciation | |
| Charge for year | 441 |
| At 01 November 2021 | <u>441</u> |
| Net book values | |
| At 01 November 2021 | <u><u>2,500</u></u> |

5. Creditors: amounts falling due within one year

| | 2021 | 2020 |
|------------------------------|-------------|-------------|
| | £ | £ |
| Accruals and deferred income | 600 | - |
| | <u>600</u> | <u>-</u> |

Mercy Media
Detailed Statement of Financial Activities
For the year ended 01 November 2021

| | 2021 | 2020 |
|---------------------------------|-----------------|-----------------|
| | £ | £ |
| INCOME AND ENDOWMENT | | |
| Charitable activities | | |
| Media Streaming | 279,988 | 88,216 |
| | 279,988 | 88,216 |
| Total incoming resources | 279,988 | 88,216 |
| EXPENDITURE | | |
| Charitable activities | | |
| Depreciation - Owned Assets | (441) | - |
| Legal & Professional | (2,581) | - |
| Marketing | (9,077) | (22,115) |
| Computing | (1,697) | (6,060) |
| Transport & Logistics | (3,777) | (2,806) |
| Media Production | (1,244) | (11,122) |
| Insurance | (813) | (280) |
| Postage, Packaging & Stationery | (341) | - |
| Rent | (59,325) | - |
| General Expenses | (374) | - |
| Accountancy Fees | (600) | - |
| | (80,270) | (42,383) |
| Total resources expended | (80,270) | (42,383) |
| Net Income | 199,718 | 45,833 |

MERCY MEDIA

England & Wales - Charity number 1176218

Accounts



Trustees' Annual Report for the period

From 02/11/2019 To 01/11/2020

Charity name: Mercy Media

Charity registration number: 1176218

Objectives and Activities

| | SORP reference | |
|--|--------------------|---|
| Summary of the purposes of the charity as set out in its governing document | Para 1.17 | The purpose of the charity is to advance the Islamic religion for the benefit of the public, mainly but not exclusively, through the producing and broadcasting of faith inspired film and audio productions of an entertaining and teaching nature to enlighten and educate about the Islamic religion and dispel misconceptions. |
| Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts. | Para 1.17 and 1.19 | The main activities of the charity are the production, and broadcasting of faith inspired media (audio and visual) via platforms that are most accessible to the public e.g. internet video viewing platforms such as Youtube and also TV channels. Such production is mainly video and audio based and is founded upon the identification of and the research into topics deemed most relevant to the public at the time of production/broadcast. |
| Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit | Para 1.18 | The trustees have referred to the guidance issued by the Charity Commission on public benefit when reviewing the charity's aims and objectives and in planning its future activities. The trustees consider how planned activities will contribute to the aims and objectives that have been set. |

Achievements and Performance

| | SORP reference | |
|---|----------------|--|
| Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole. | Para 1.20 | The charity has had a successful year in the preparation and broadcast of numerous media productions via various social media platforms. Appropriate footage has been procured/licensed. The productions have provided an inclusive and nurturing educative value to members of the public of various backgrounds and beliefs. This has been substantiated by the very encouraging and positive audience engagement and feedback. Such engagement and feedback continues to play a pivotal role in the direction and methods used by the charity in order to fulfil the charity's objectives. |

Financial Review

| | | |
|--|-----------|--|
| Review of the charity's financial position at the end of the period | Para 1.21 | The charity remains in a very strong position relating to future growth. No short or medium term financial risk to the charity's continued operations has been identified. |
| Statement explaining the policy for holding reserves stating why they are held | Para 1.22 | The trustees have agreed to maintain a liquid balance equal to at least three months of (minimum) annual expenditure (this equates currently to £9000) in order to meet operational costs in the event of a lack of new income in the form of donations or other potential revenue. The trustees assess the adequacy of this policy annually. |
| Amount of reserves held | Para 1.22 | The charity holds in excess of the minimum £9,000 required as per its policy. |

Additional information (optional)

Structure, Governance and Management

| | | |
|---|-----------|--|
| Description of charity's trusts: | | |
| Type of governing document (trust deed, royal charter) | Para 1.25 | Constitution |
| How is the charity constituted? (e.g unincorporated association, CIO) | Para 1.25 | Mercy Media was registered as a Charitable Incorporated Organisation on 11 December 2017. |
| Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees | Para 1.25 | The Trustees consider recruitment of new Trustees as the need arises. In selecting individuals for appointment as charity trustees, existing charity trustees must pay regard to the skills and experience required for the role. Applicants would be encouraged to meet with an existing trustee in order to gain an understanding of the charity's structure, activities and objectives, in addition to the roles and expectations of Trustees. |

Reference and Administrative details

| | |
|-----------------------------|------------------------------------|
| Charity name | Mercy Media |
| Other name the charity uses | N/A |
| Registered charity number | 1176218 |
| Charity's principal address | PO Box 77917 LONDON NW26 9QH |
| | |

Names of the charity trustees who manage the charity

| | Trustee name | Office (if any) | Dates acted if not for whole year | Name of person (or body) entitled to appoint trustee (if any) |
|---|--------------|-----------------|-----------------------------------|---|
| 1 | Omar Saidi | | | |
| 2 | Sandra Saidi | | | |
| 3 | Yasin Saidi | | | |

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

| | | |
|--|--------------|------------|
| Signature(s) | S. Saidi | O.Saidi |
| Full name(s) | Sandra Saidi | Omar Saidi |
| Position (eg Secretary, Chair, etc) | Chair | Secretary |
| Date | 7/1/2022 | |



Charity name

Charity number (if any)

For the period from (start date)

to (end date)

Section A Receipts and payments

| | Unrestricted funds to the nearest £ | Restricted funds to the nearest £ | Endowment funds to the nearest £ | Total funds to the nearest £ | Last year to the nearest £ |
|---|-------------------------------------|-----------------------------------|----------------------------------|------------------------------|----------------------------|
| A1 Receipts | | | | | |
| Charitable Activities | | | | | |
| Media streaming | 88,216 | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| <i>Sub total</i> | 88,216 | | | | |
| A2 Asset and investment sales, etc | | | | | |
| <i>Total receipts</i> | 88,216 | | | | |
| A3 Payments | | | | | |
| Charitable Activities | | | | | |
| Marketing | 22,115 | | | | |
| Computing | 6060 | | | | |
| Transportation/logistical | 2806 | | | | |
| Media Production | 11,122 | | | | |
| Insurance | 280 | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| <i>Sub total</i> | 42,383 | | | | |
| A4 Asset and investment purchases, etc | | | | | |
| <i>Total payments</i> | | | | | |
| <i>Net of receipts/(payments)</i> | | | | | |
| A5 Transfers between funds | | | | | |
| A6 Cash funds last year end | 60,000 | | | | |
| <i>Cash funds this year end</i> | 105,833 | | | | |

Section B

Statement of assets and liabilities at the end of the period

| | Details | Unrestricted funds to the nearest £ | Restricted funds to the nearest £ | Endowment funds to the nearest £ |
|----------------------|--|-------------------------------------|-----------------------------------|----------------------------------|
| B1 Cash funds | Cash at Bank | 105,833 | | |
| | | | | |
| | | | | |
| | <i>Total cash funds (agree balances with receipts and payments account(s))</i> | 105,833 | | |

| | Details | Unrestricted funds to the nearest £ | Restricted funds to the nearest £ | Endowment funds to the nearest £ |
|---------------------------------|---------|-------------------------------------|-----------------------------------|----------------------------------|
| B2 Other monetary assets | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

| | Details | Fund to which asset belongs | Cost (optional) | Current value (optional) |
|-----------------------------|---------|-----------------------------|-----------------|--------------------------|
| B3 Investment assets | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

| | Details | Fund to which asset belongs | Cost (optional) | Current value (optional) |
|---|---------|-----------------------------|-----------------|--------------------------|
| B4 Assets retained for the charity's own use | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

| | Details | Fund to which liability relates | Amount due (optional) | When due (optional) |
|-----------------------|---------|---------------------------------|-----------------------|---------------------|
| B5 Liabilities | | | | |
| | | | | |
| | | | | |
| | | | | |

Signed by one or two trustees on behalf of all the trustees

| Signature | Print name | Date of approval |
|-----------|--------------|------------------|
| S. Saidi | Sandra Saidi | 7/1/22 |
| O. Saidi | Omar Saidi | 7/1/22 |



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Mercy Media

**On accounts for the year
ended**

01/11/2020

**Charity no
(if any)**

1176218

**Responsibilities and
basis of report**

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 01/11/2018.

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

**Independent
examiner's statement**

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed: M. Tomaszewski

Date: 13/8/2022

Name: Marcin Tomaszewski

**Relevant professional
qualification(s) or body
(if any):**

Address: 26 Lulworth Avenue

TW5 0TZ